Corporate Innovation

Navrina Singh
Head of Employee Driven Innovation

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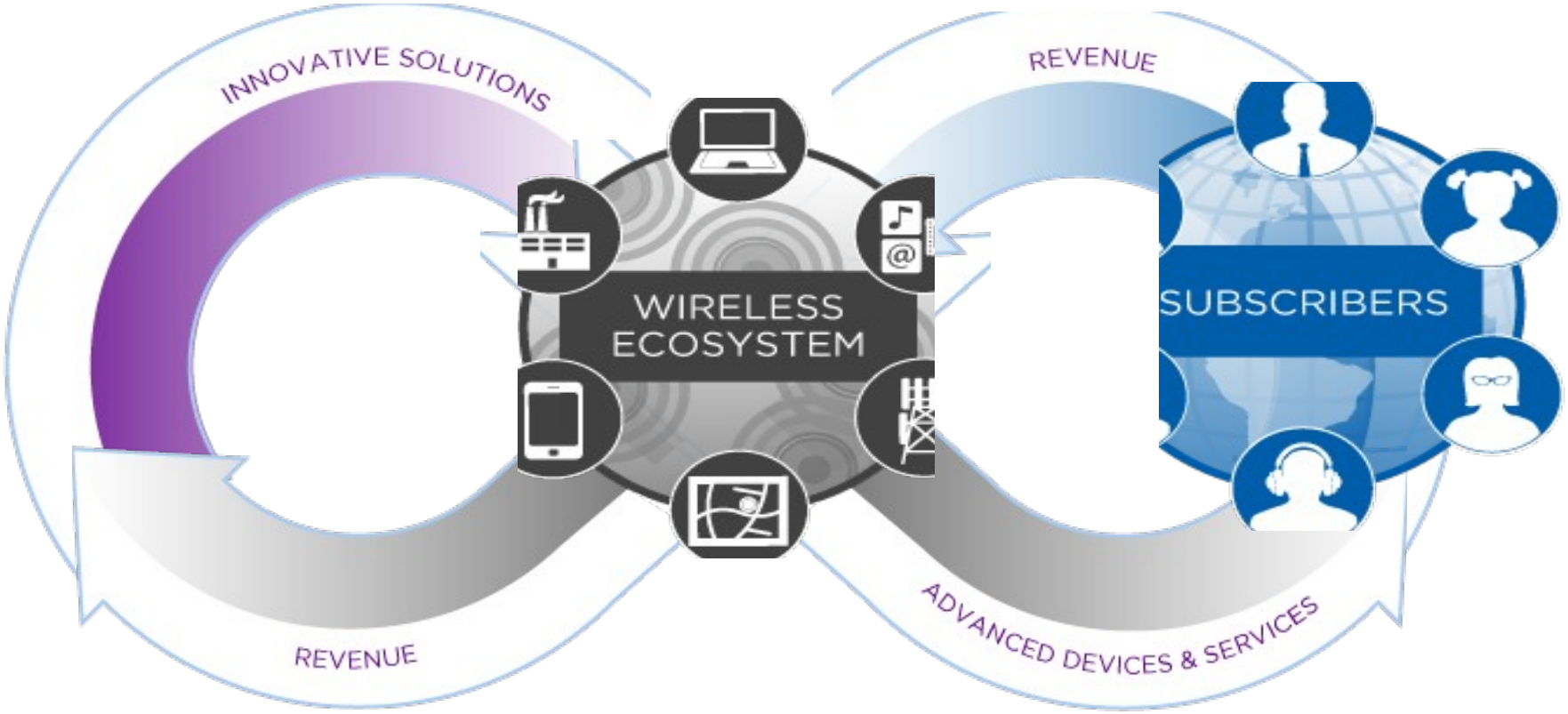
“Someday everyone is going to have their own phone number …”

Dr. Irwin Mark Jacobs
Founding chairman and CEO
Emeritus
Qualcomm

Our Business & Shared Values



Innovate Partner
Execute

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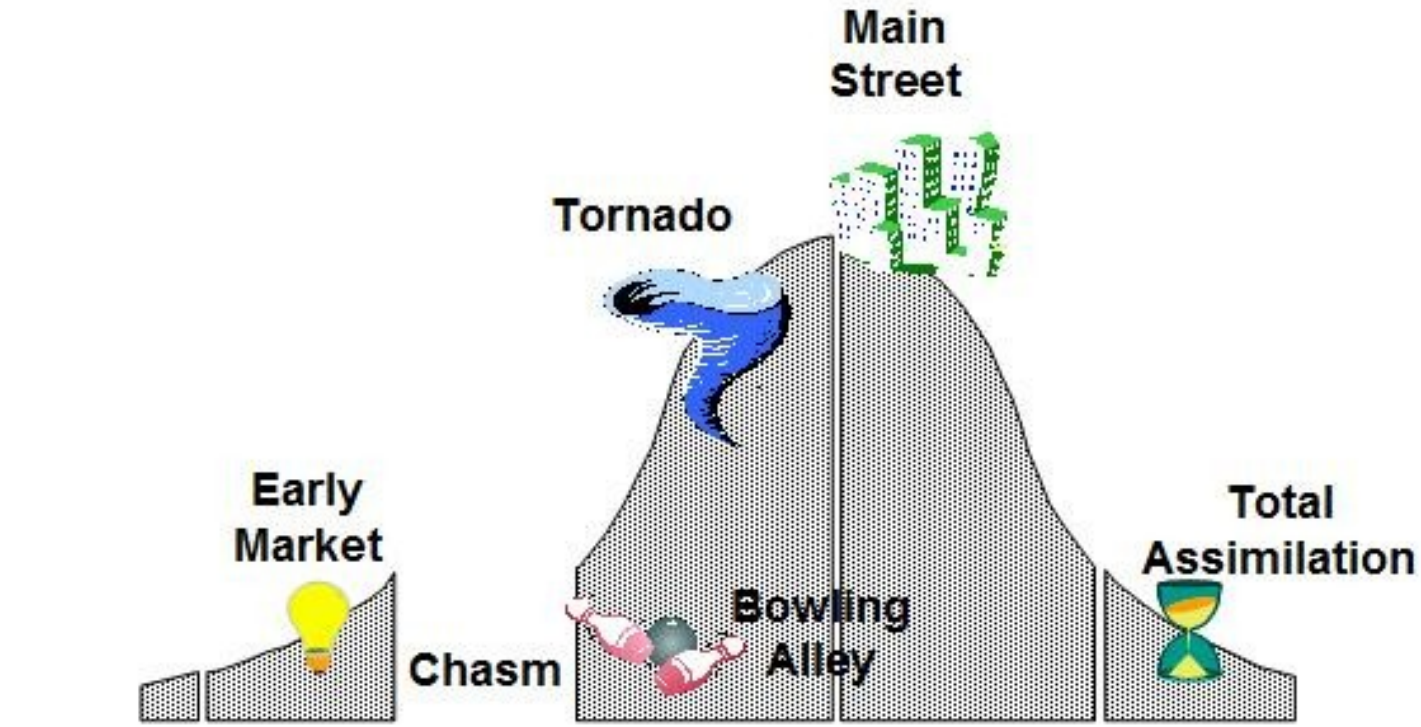
Technology Adoption Life Cycle:
Diagnose and adapt as markets evolve



Source: Moore (2002), *Crossing the Chasm;* Wiefels (2002), *The Chasm Companion.*

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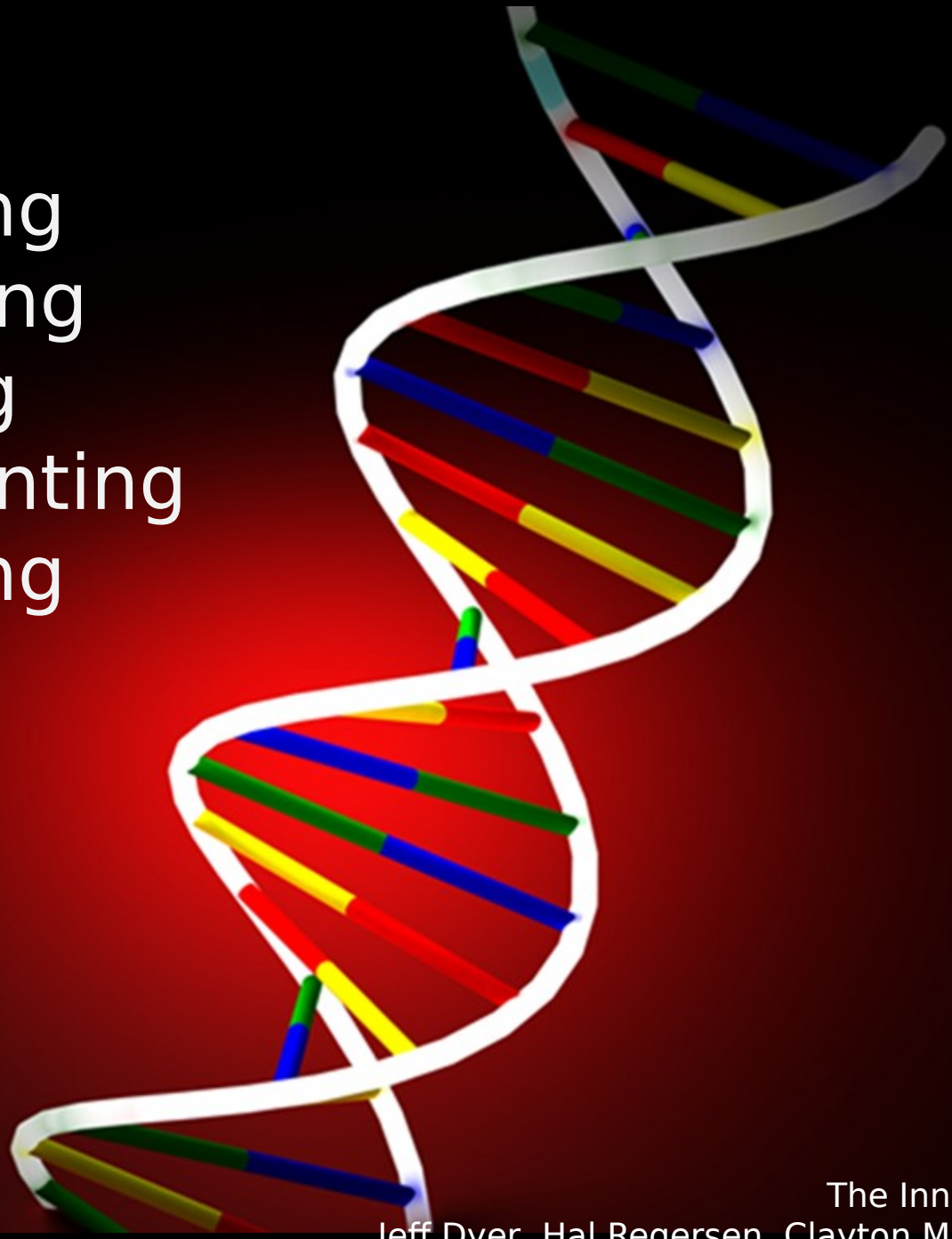
Associating
Questioning
Observing
Experimenting
Networking



The Innovator’s DNA
Jeff Dyer, Hal Regersen, Clayton M. Christensen

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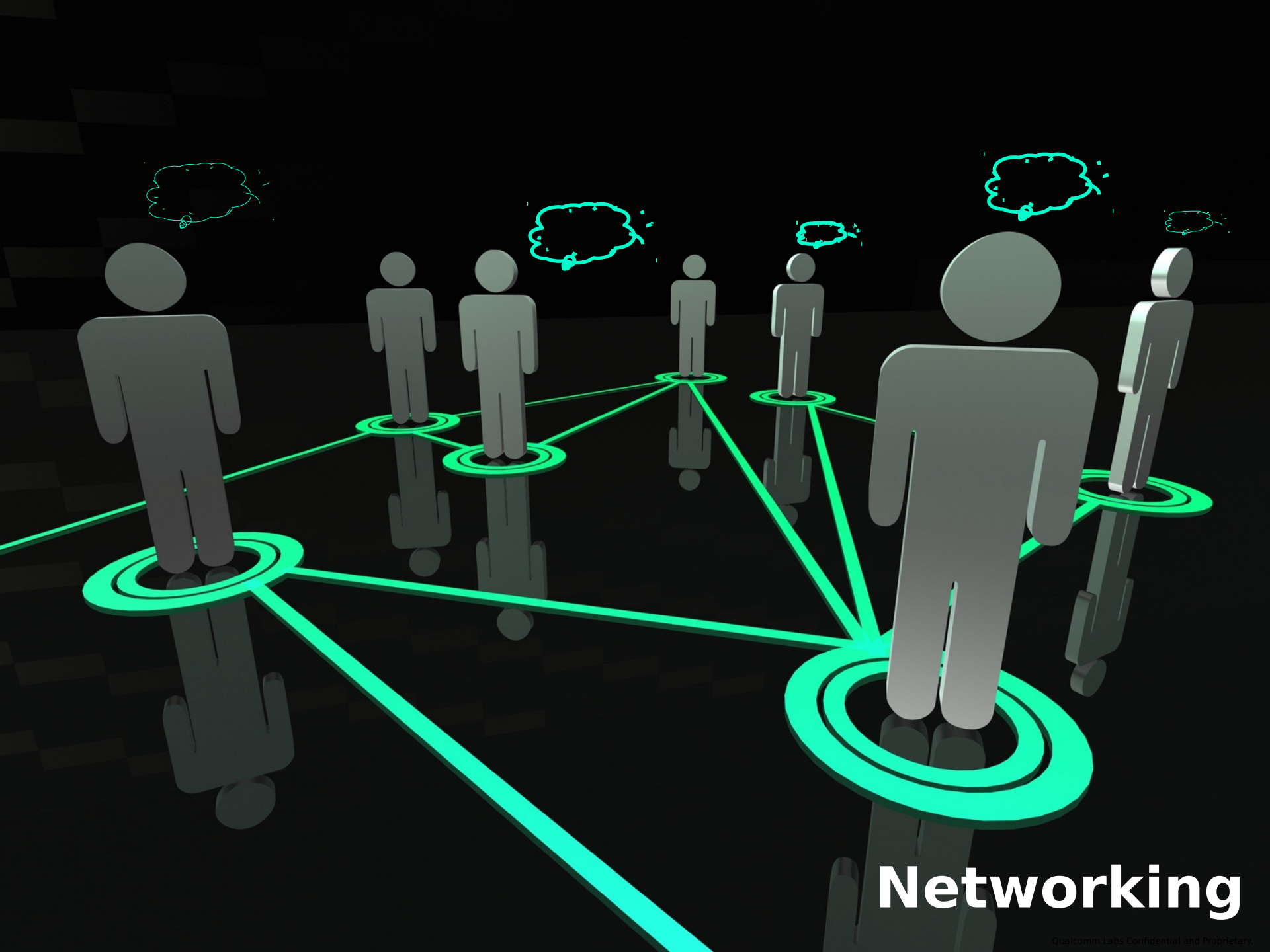

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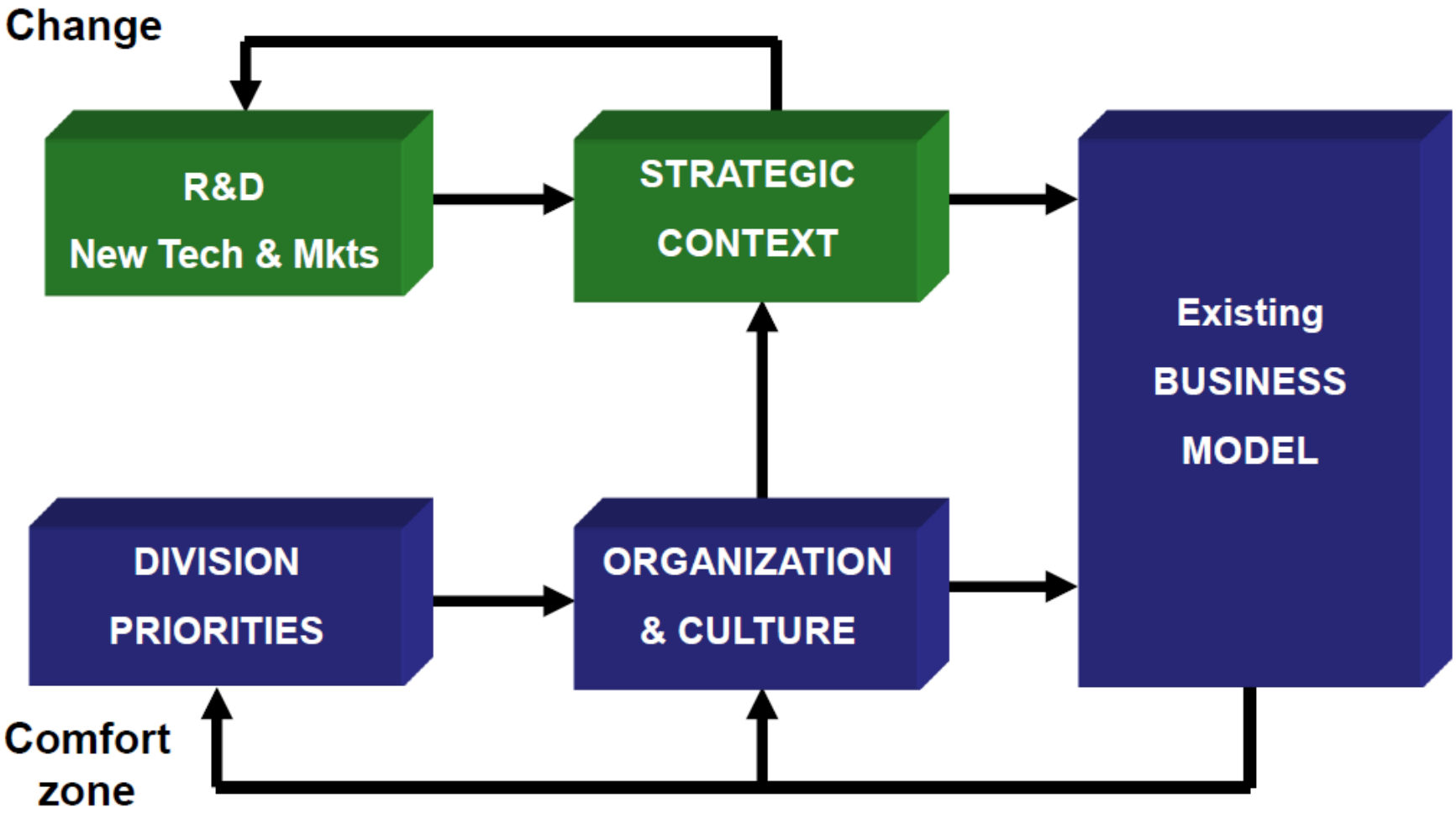

"Strategic Management of Technology and Innovation", Robert A. Burgelman, Stanford University, 2001

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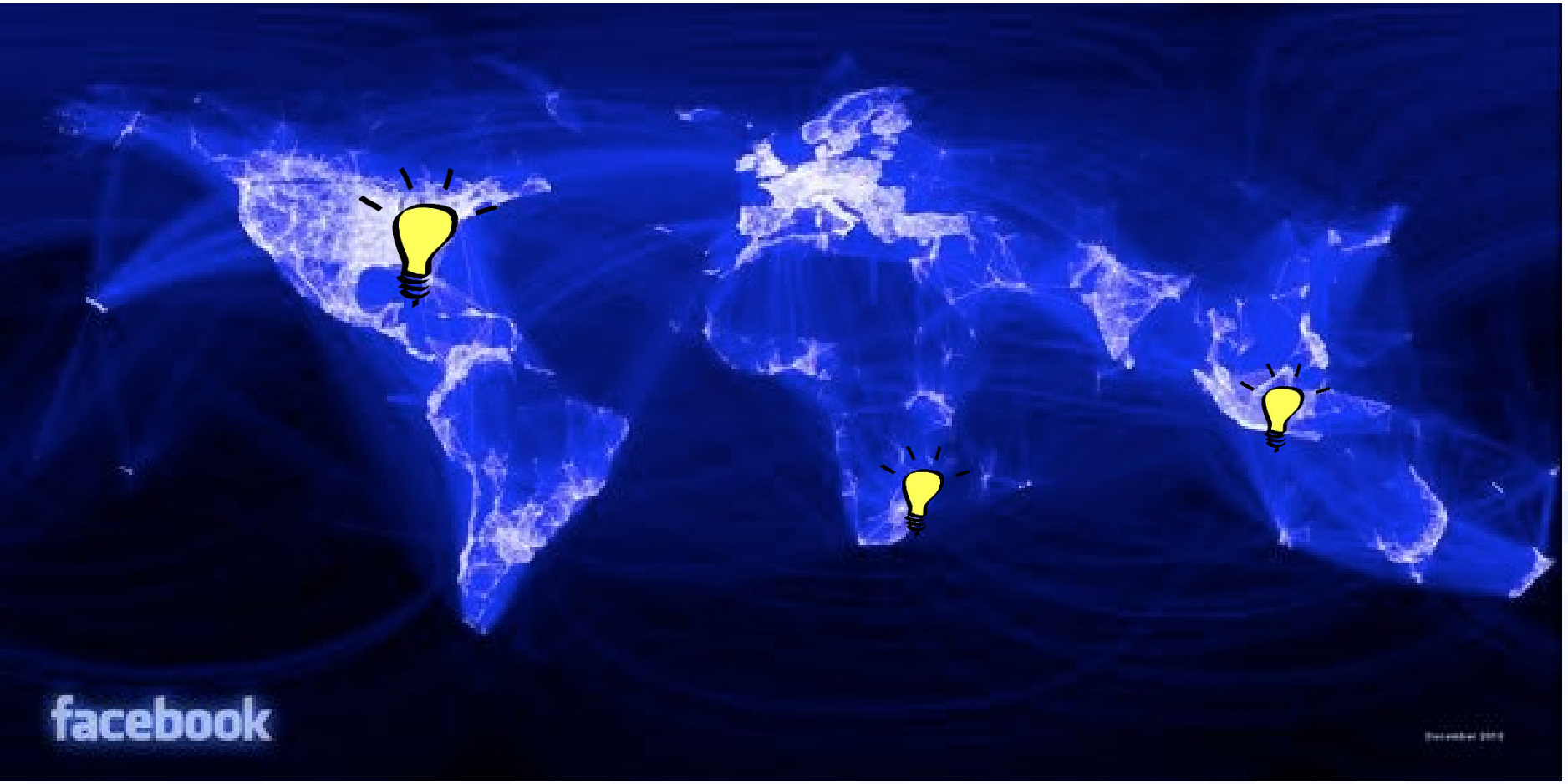

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“Chance favors the connected mind.”

- Steven Johnson

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